Welcome to Innovations in Content

- This session will focus on some of the new tricks and tools to help you keep the content on your site new, up to date and interesting.

Are you still awake?

Comments Made at a computer store re: the Internet:

- **Customer:** "I'd like to buy the Internet. Do you know how much it is?"

- **Customer:** "Can you copy the Internet for me on this diskette?"

- **Customer:** "Will the Internet be open on Memorial Day tomorrow?"

- **Customer:** "I don't have a computer at home. Is the Internet available in book form?"

- **Customer:** "We're getting an Internet from you. Are you guys having any problems sending out your Internets?"

- **Customer:** "I lost my Internet. I switched it off last night and turned on this morning, and it's gone. I just paid $19.95 a month, and I have lost it already. Can you send me another one?"

From http://www.slinkycity.com/internet-mistakes.html

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What are statewide websites really about?

- Content

- Content

- Content

- Content

The content we all already have:

- "Static" content:
  – Hard-copy to online
  – Links to others content
  –Created for online – still static

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Pros and Cons of Static Content

- Pros:
  - Static content provides a good base
    - Educational Materials
    - Information
- Cons:
  - Take a lot of time to develop /edit /update-therefore do not often change.
  - Have accessibility limitations – particularly low-literacy issues and language barriers.
- Content in general – keeping it up to date and organized.

New Tools to Add to your Content

- These tools are really about making content development easier.
- How? By taking advantage of existing sources of content:
  - Content from other websites
    - Documents
    - Links
    - News Items
  - Content from trainings, meetings and other "live-events"

RSS News Feeds

- Really Simple Syndication

- News feeds that can be brought into your website that include a headline but link to original source for the the content of the news item.

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Why use RSS?

– Poverty Law News Sources for Advocates

   • NLADA

   • Povertylaw.org (Shriver NCPL)

   • Brennan Center

   • LSC

– All available from one source – your website

More on RSS and Examples

- Steve Gray - Demo

RSS

Questions?

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XML Document Sharing

- Exenstensible Mark-up Language

XML – Document Sharing

- Allows sharing between OST sites and Pro Bono Net sites.

- Sharing of what? Library content (links, documents (all types).

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What/Why would you want to share:

- What:
  - Public content in Federal Subject Areas-
    - Links (with metadata descriptions to Federal Resources)
    - Content – Bankruptcy, Social Security, Medicare, Immigration. (Of course review for applicability to your state if posting to the public website)
  - Advocate Content
    - Sample briefs and memos from other jurisdictions – Federal law or state law for unique areas of law/issues
    - Sample forms and documents for heavily utilized areas of law (family, consumer, housing)
    - Legal Research across all areas.

What/Why would you want to share:

- Why:
  - Avoid re-inventing the wheel.
  - Utilize the resources in other locations
    - More pro bono attorneys
    - More access to law students
    - Subject matter expertise
    - Creative arguments and responses to issue.
  - Greater collaboration across programs

How to begin sharing:

- Avoid being overwhelmed by volume
  - PBN's shared library already has thousands of documents – can be overwhelming.
  - What we don't want is every document from every website "dumped" into one central location.
- Project protocols to help initiate sharing
  - By area of law? (ie March would be bankruptcy month)
  - By surveys on areas wanted/needed?
  - Greater ability to sort the results?

A little XML demo

- What will this look like:
  - On the PBN sites?
  - On the OST?

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Timeline

- January – February : OST and PBN finishing testing scenarios between Ohio and Washington

- February – March- Review of protocols and process for general sharing

- March- potential feeds for more sites interested in producing feeds and receiving feeds (OST sides)

- March- OST feeds would start to be available on the PBN shared area.

XML Questions?

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Multimedia Technology

- Webcasts

- Flash "videos"

- Audio

- Visual

  For a full description and examples of multimedia on statewide websites see: Showcase of Multimedia Content:
  http://www.lstech.org/ntap/trainings/training_topics/SWEB/SWEB122

Multimedia Technology

- Reaching the Public
  - Multimedia presents new ways to better serve a variety of users:
    - Low Literacy
    - Limited English Proficient

- Making Sense of Complex Issues
  - Lessons from health and education
  - Use animation and diagrams to explain steps in a process.
  - Provide multiple formats of the same information (ie text and audio)

- Example: http://www.ygyh.org/cf/whatisit.htm

Statewide Website Examples

- Washington State- "How to Use this Site"

  http://www.washingtonlawhelp.org/WA/index.cfm

- DNA People's Legal Service –

  http://www.dnalegalservices.org/kiosk/loader_html.html

WebCasting

- A new way to reach advocates and the public with training.
  - Capture attorney trainings that are already occurring.
    - Webcasting allows people in multiple locations to experience a live training.
    - Allows training to be available after the live training for a wider audience.

Webcasting Demo

- Other place to see webcasting in action:

http://www.illinoislegaladvocate.org/index.cfm?fuseaction=video.dspAllVideos

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Webcasting Questions?

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